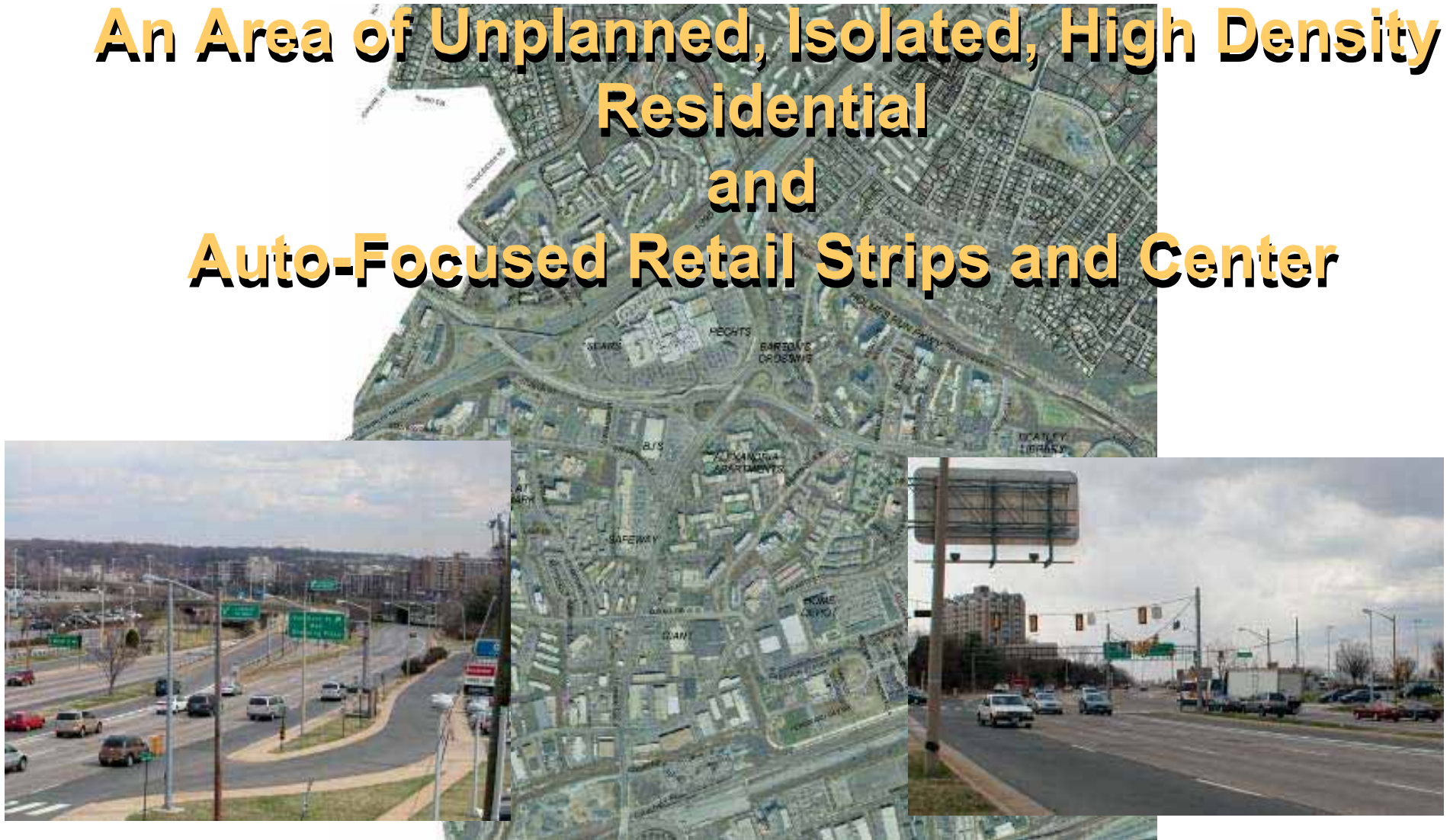


A Status Report
**The Landmark/Van Dorn
Focused Area Plan**

THE CONTEXT:

An Area of Unplanned, Isolated, High Density Residential and Auto-Focused Retail Strips and Center



A disjointed-noncontiguous area bisected by high capacity roadways carrying regional traffic and lacking a circulation grid and pedestrian connectivity

The Goals

To redevelop the auto-oriented Landmark Mall into a new pedestrian oriented retail/residential community



To create a vision and planning framework for redevelopment of the land adjacent to and south of Landmark Mall along Van Dorn modeled on Council's vision for urban villages

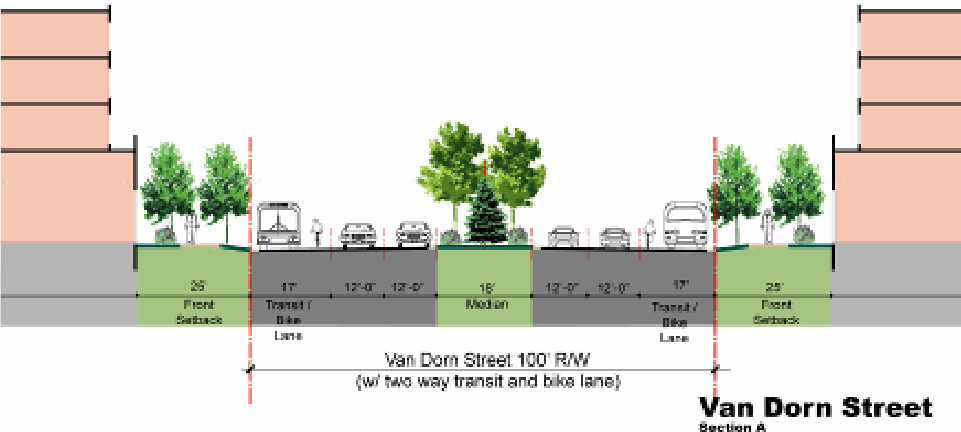
The Goals

To implement vehicular and transit improvements to mitigate the transportation issues in Alexandria's West End



To ensure public benefit with all new redevelopment

- *Affordable Housing*
- *Open Space*
- *Underground Parking*
- *New supporting Infrastructure*

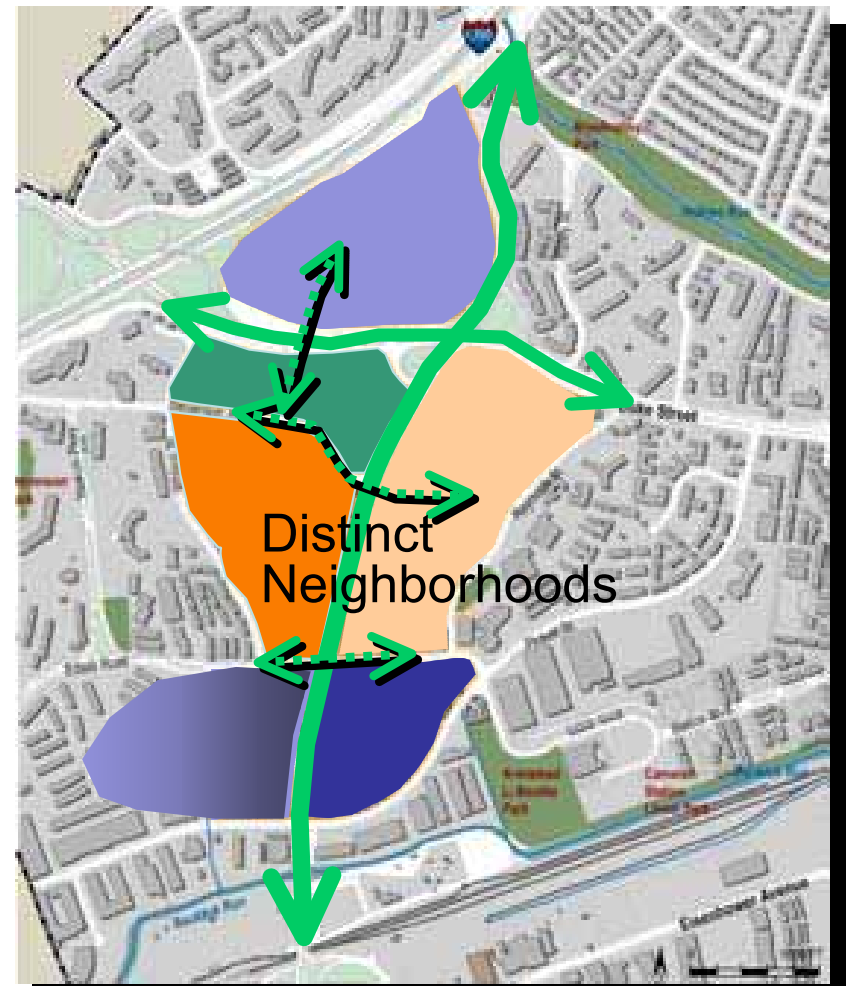


MAJOR PLAN ELEMENTS

Major Plan Elements

Transform the Area into Walkable Neighborhoods

- ***Create Distinct Neighborhoods***
- ***Establish Van Dorn & Duke as a Green Transit Boulevard***
- ***Provide Connections between Neighborhoods***
 - ***Pedestrians/Vehicles***



Major Plan Elements

Create a “Place”

- Redevelop Strip Centers into Mixed-Use Defined Activity Centers
- Retail on “Main Streets” and around public open spaces



Pedestrian/Retail
“Main Streets”



Landmark/Van Dorn Focused Area Plan

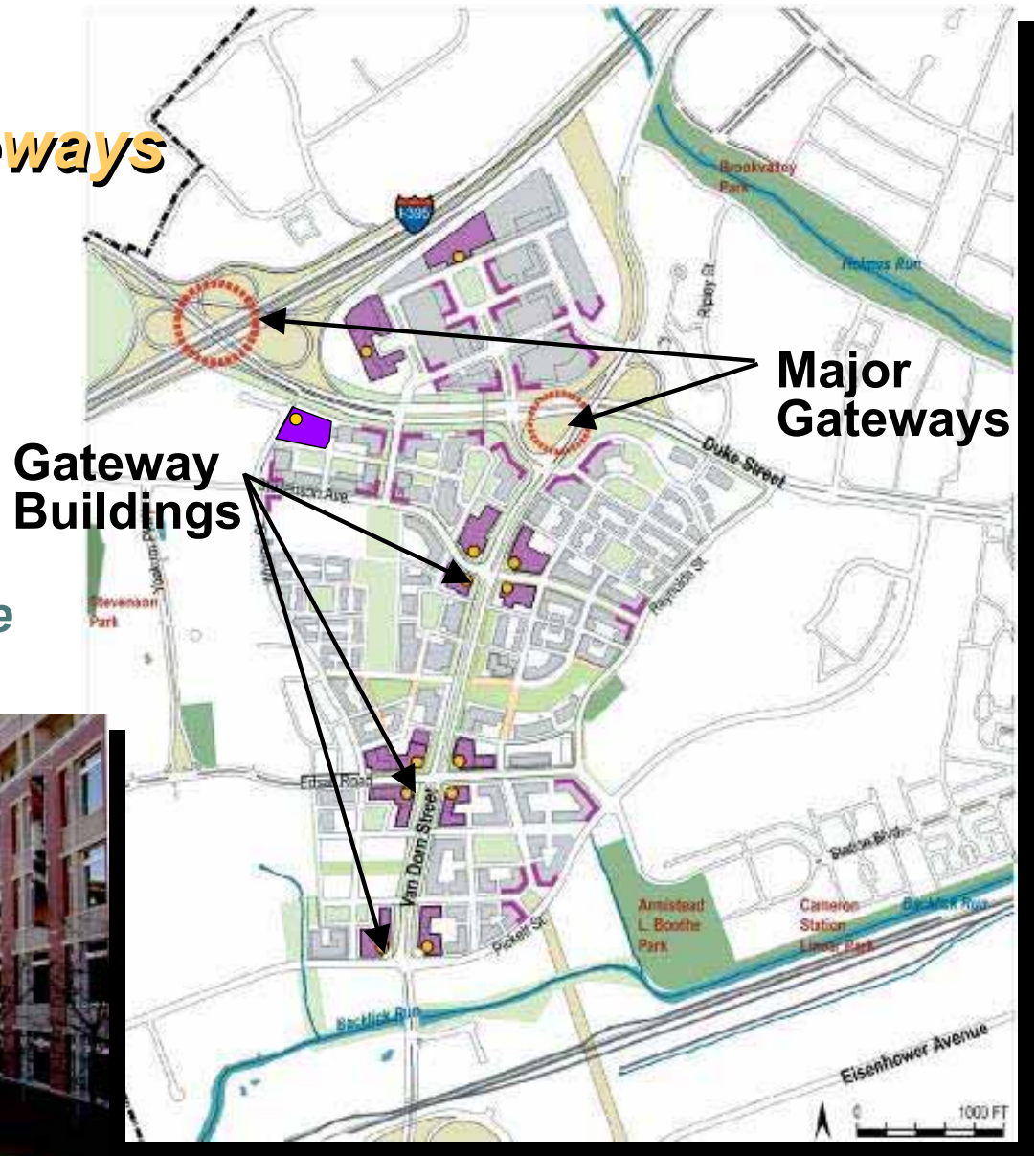
Major Plan Elements

Create Attractive Gateways

- Gateway Architecture at Entry points
- Van Dorn and Duke with Wide Green Landscape Edges
- Integrate Landmark/Van Dorn into the balance of the City



Gateway Buildings

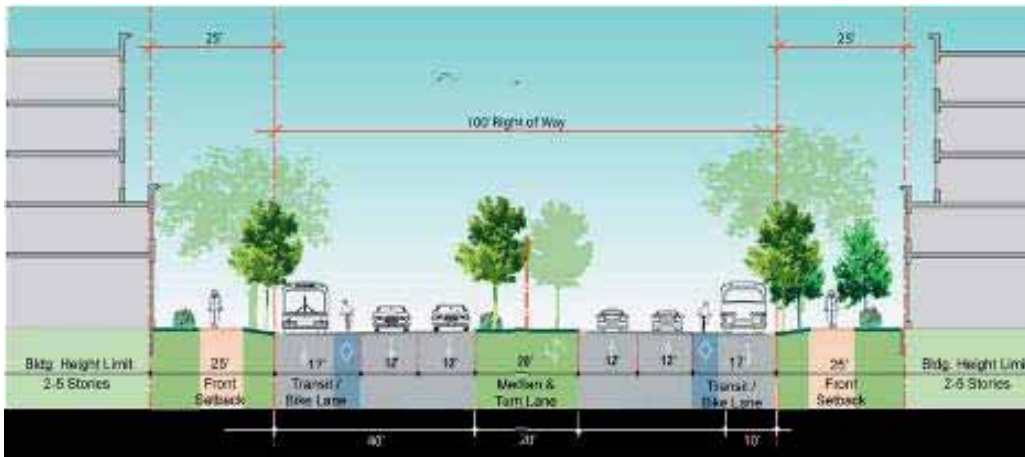


Landmark/Van Dorn Focused Area Plan

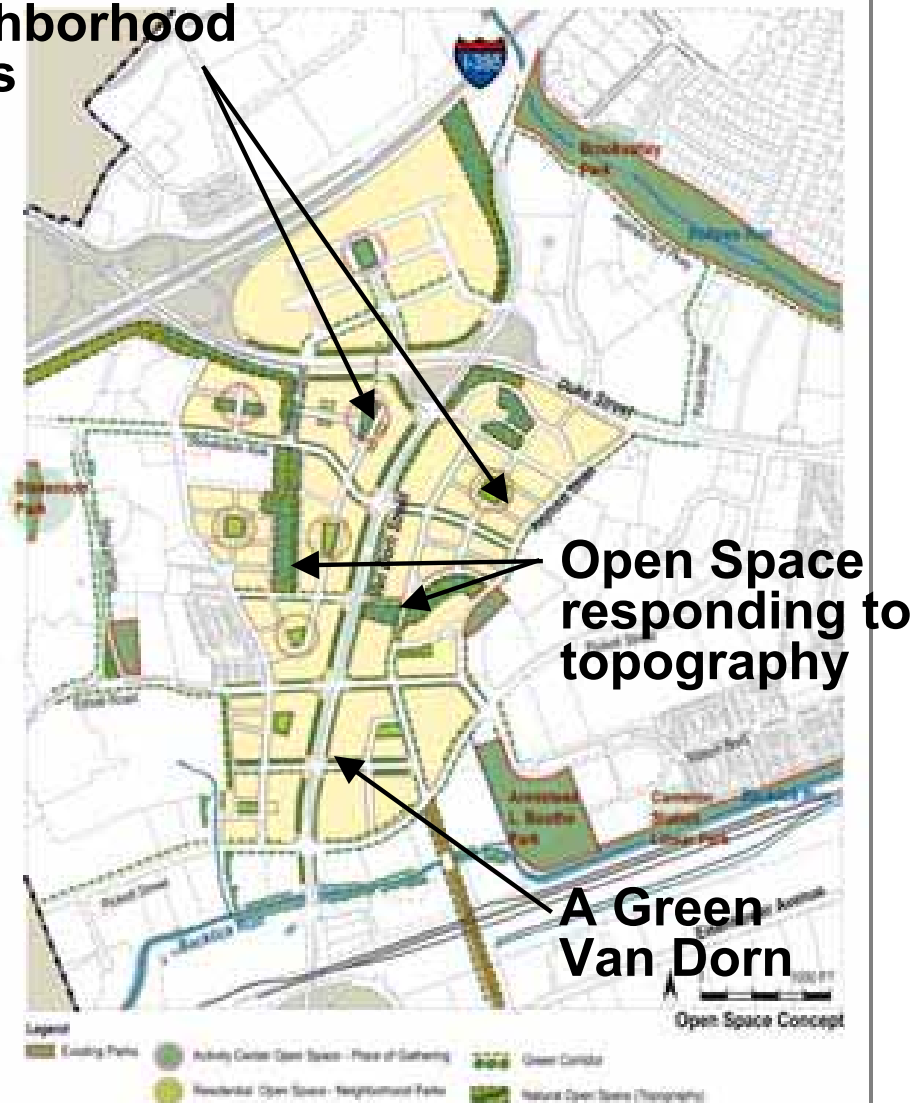
Major Plan Elements

Create An Interconnected Open Space System

- Neighborhood open spaces within redeveloped activity centers
- Accessible parks and open spaces along pedestrian routes
- Van Dorn and Duke with Wide Green Landscape Edges



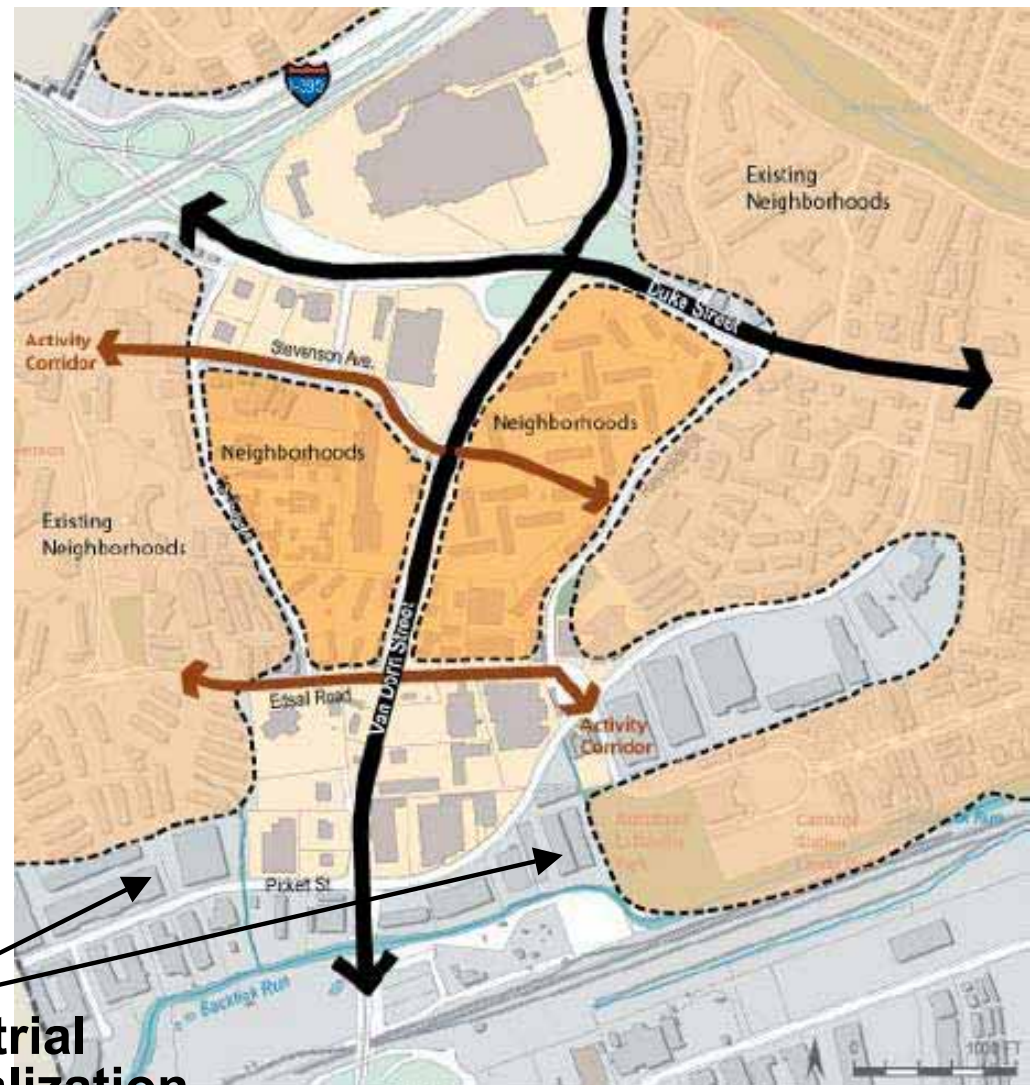
Neighborhood parks



Major Plan Elements

Retain Industrial and Service Uses

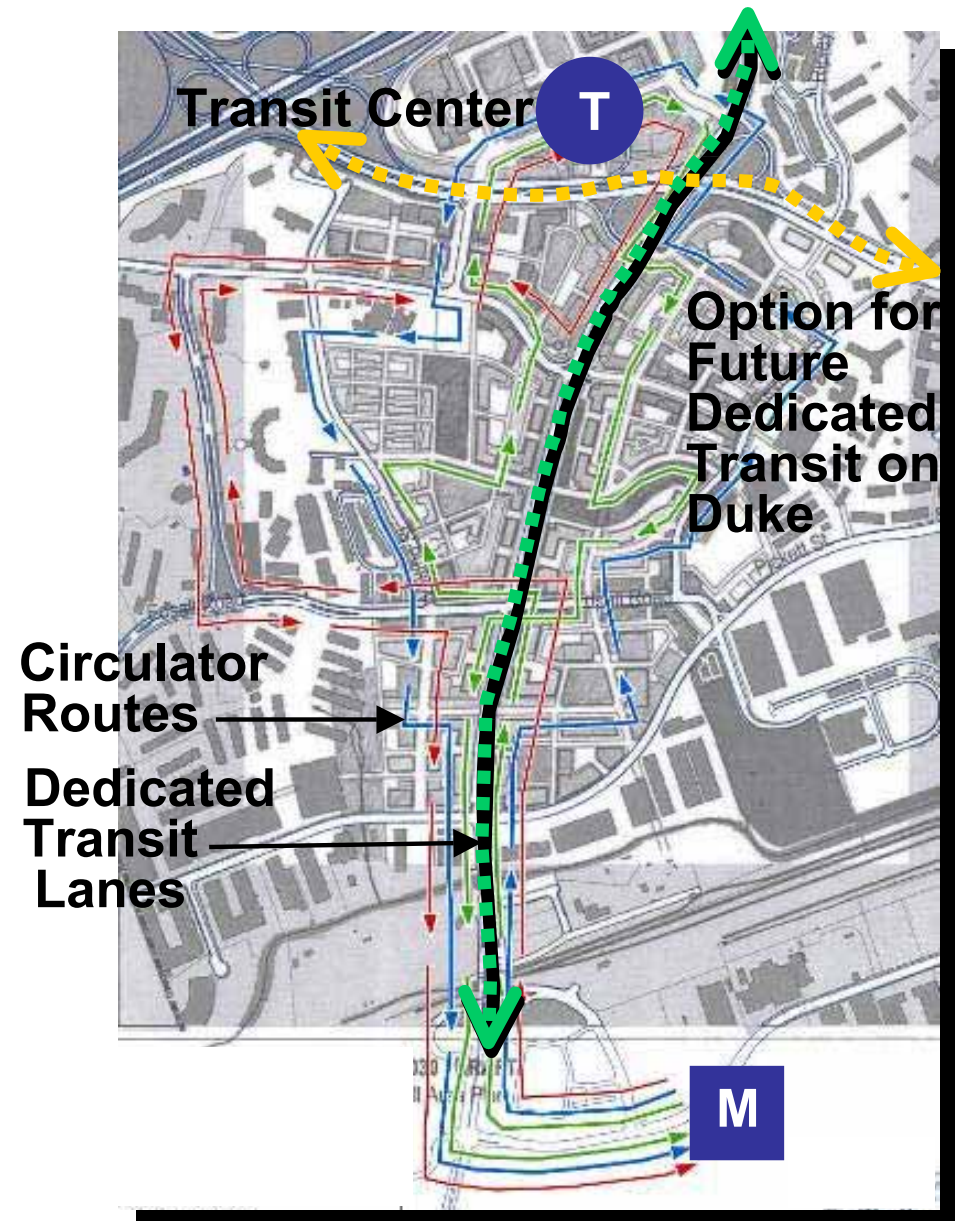
- *Maintain level of service/delivery for residents and businesses*
 - *Retain Pickett Street for service use/function*
 - *Improve buffers between residential and industrial and visual appearance of industrial*
 - *Currently 58.9 acres*
 - *Future 46.1 acres*
 - *20% of 228 total acres in City*
- Industrial Revitalization**



Major Plan Elements

Establish a Multi-Modal Transportation System

- *Dedicated transit on Van Dorn and reserve opportunity for Duke*
- *Enhance transit/transfer center at Landmark Mall*
- *Improve access to Metro through the use of local shuttle routes*



THE CHALLENGES

The Challenges

Redeveloping the Area

Assessing Short Term Growth

- *Capitalize upon large property owners that have expressed interest in redevelopment*
- *Provide incentives to redevelop –e.g., additional density?*
- *Balance public benefit with additional development*
 - *Traffic/Transit Enhancements*
 - *Affordable Housing*
 - *Open Space/Recreation*
 - *Place making/Urban framework*
 - *Infrastructure*



Landmark/Van Dorn Focused Area Plan

The Challenges ***Redeveloping the Area***

Assessing Short-Term Growth

Short Term Sites

Existing Development

1,792,000 sq. ft.

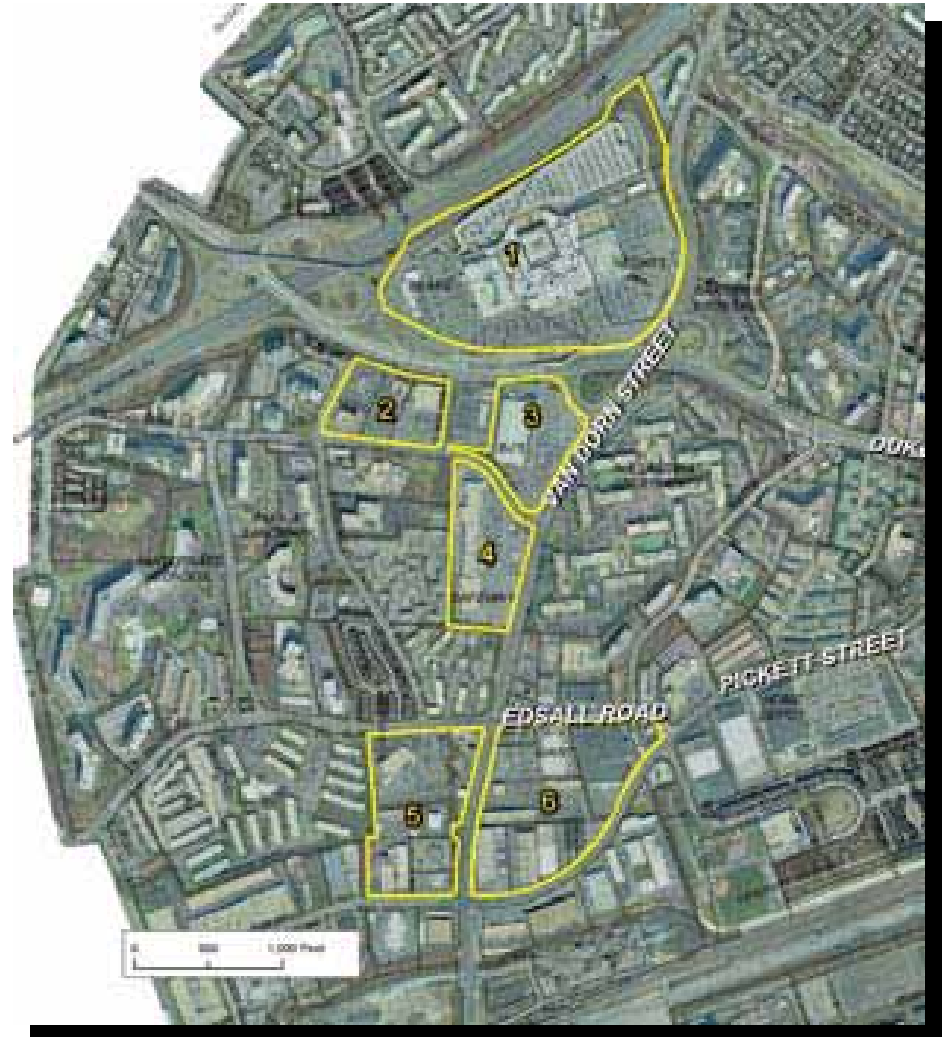
Existing Zoning Build-out

2,700,000 sq. ft. residential

5,400,000 sq. ft. total

Future Potential 1.25-2FAR

7,300,000- 8,800,000 sq. ft.



Landmark/Van Dorn Focused Area Plan

The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



Safeway Block at 50' Height
and 1.25 FAR 530,000 SQ. FT



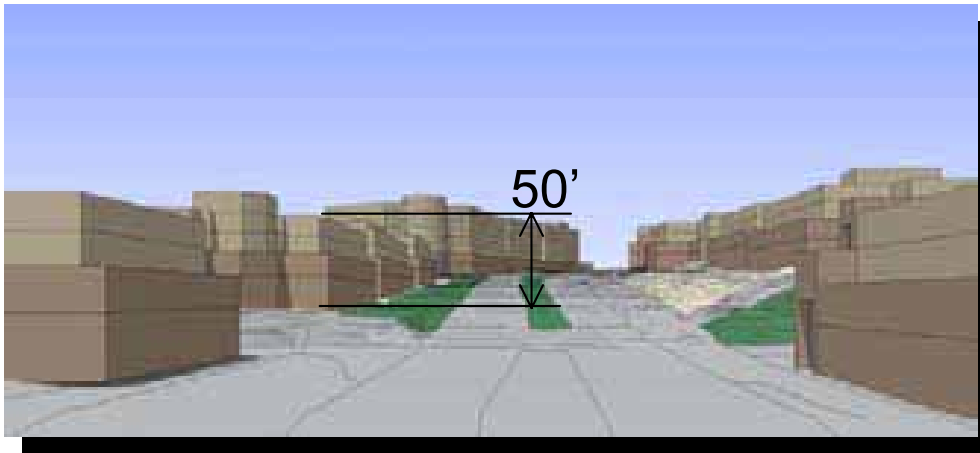
Safeway Block at 70' Height
and 2.0 FAR 850,000 SQ. FT.

Landmark/Van Dorn Focused Area Plan

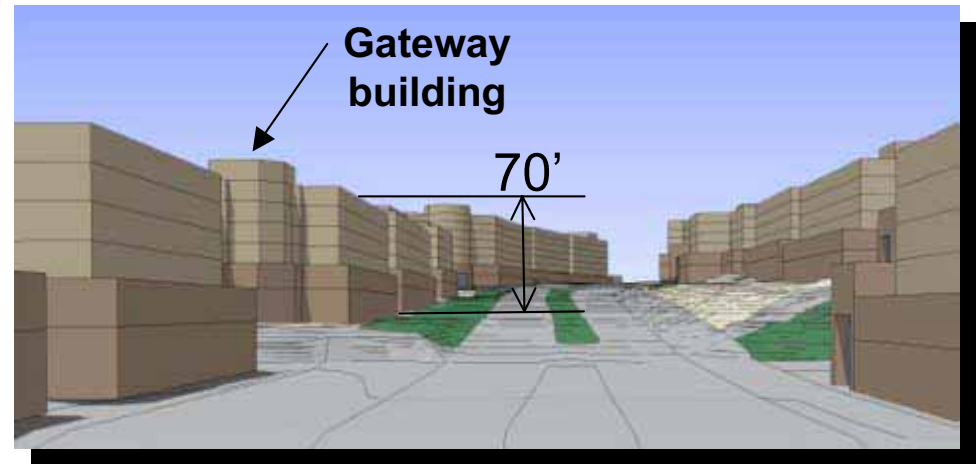
The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



Van Dorn Corridor at 50' Height
and 1.25 FAR



Van Dorn Corridor at 70' Height
and 2.0 FAR

Landmark/Van Dorn Focused Area Plan

The Challenges

Redeveloping the Area

Balancing Additional Growth with Visual Impact



BJ's @ Existing Zoning
90' height & FAR 2.0



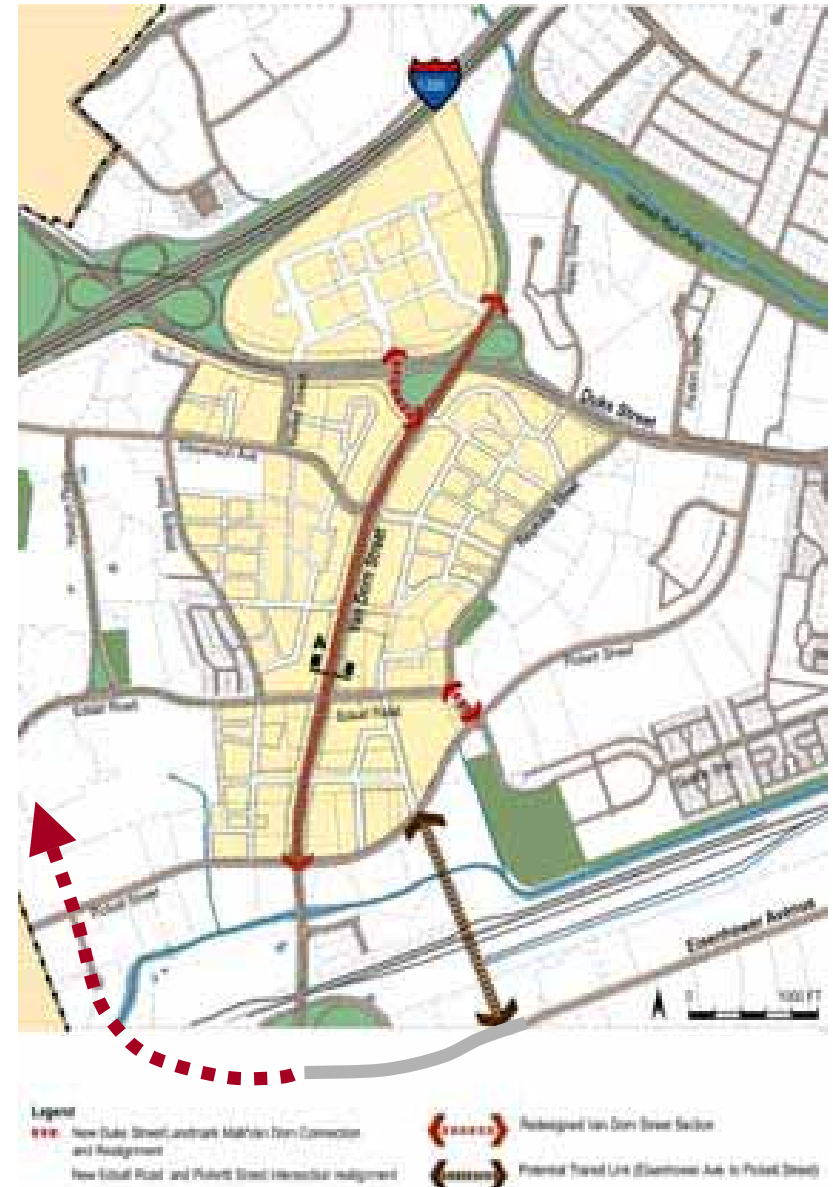
Landmark Mall –
Proposed Redevelopment
Existing 1,000,000 SF
Proposed 3,000,000 SF

Landmark/Van Dorn Focused Area Plan

The Challenges ***Redeveloping the Area***

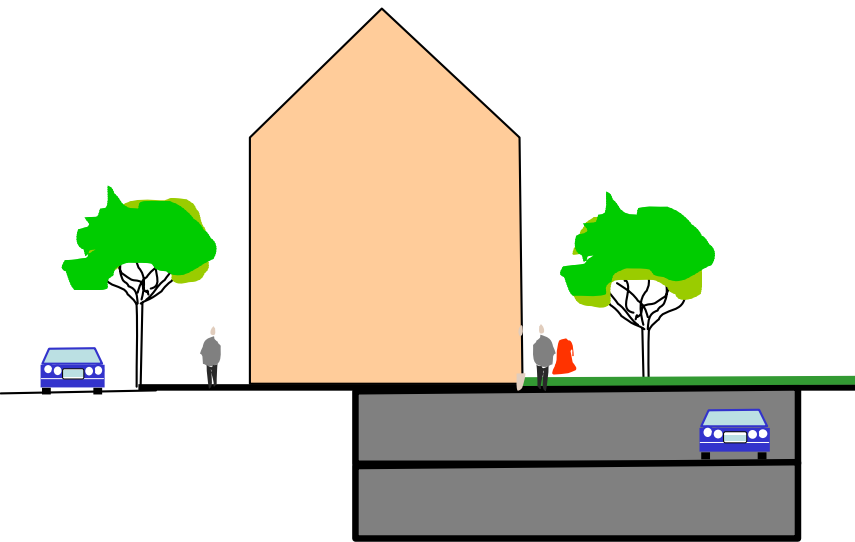
Balancing Additional Growth with Traffic Impacts

- ***Evaluating capacity of network to support increased density***
- ***Transit solutions***
- ***Internal framework streets***
- ***Extension of Eisenhower Avenue to Edsall Road***
- ***Pedestrian and bus connection to Van Dorn Metro station***
- ***Improved connection to Landmark Mall***

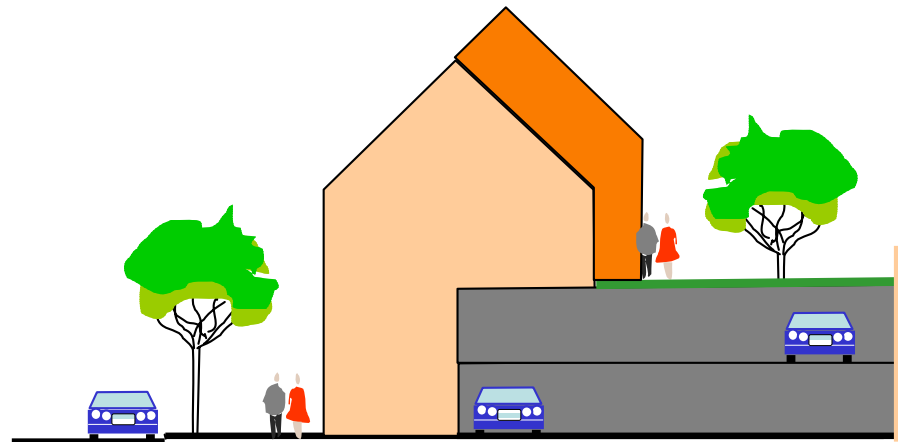


The Challenges ***Redeveloping the Area***

Options for Parking *Underground v. Above Grade*



Underground parking reduces the visual bulk of the parking and allows the open space to be at grade



Above grade, screened parking increases the visual building bulk by 50% to 150% and places private open space on upper levels

The Challenges

Redeveloping the Area

Options for Creating Meaningful Open Space & Connectors

- **Require developer contributions to acquire and develop parks?**
- **Require developers to provide land and develop parks?**
 - **Some sites provide parks?**
 - **Some sites provide infrastructure or affordable housing?**



How to
Provide Meaningful
Open Space &
Parks



Landmark/Van Dorn Focused Area Plan

The Challenges ***Redeveloping the Area***

Options for Creating New Affordable Housing

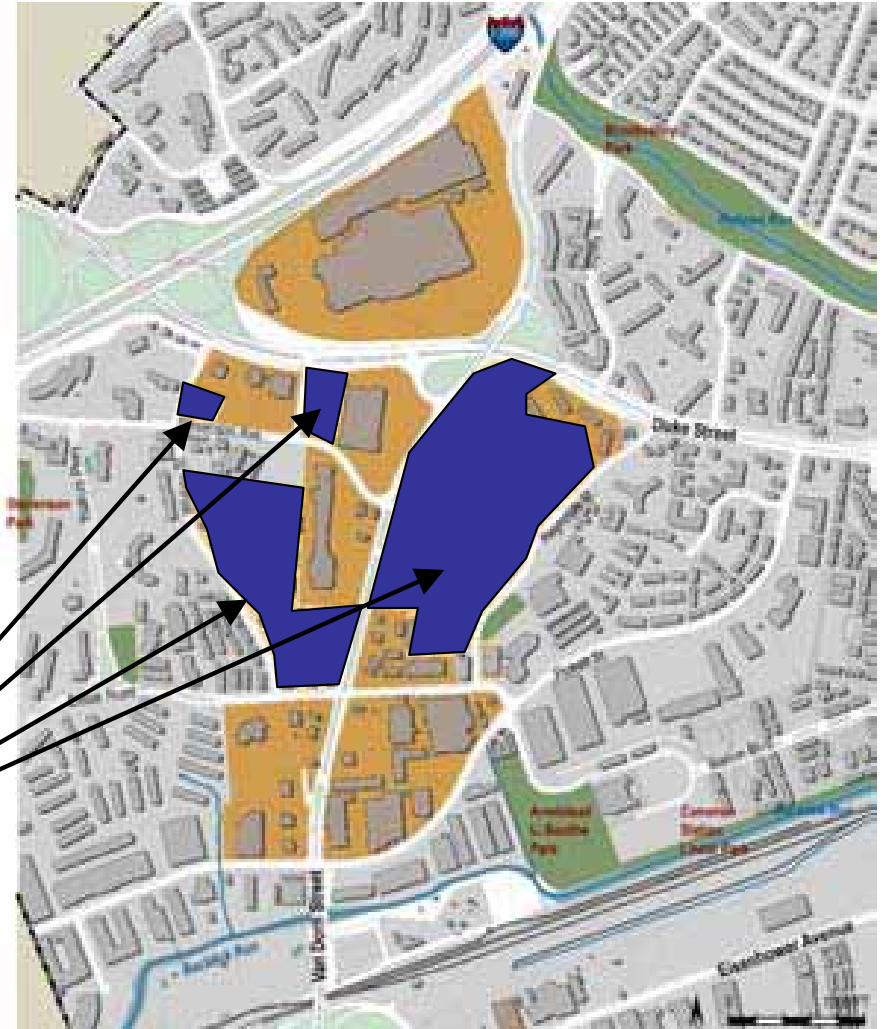
- *Provide bonus square footage and/or bonus height*
- *Assure that existing affordable housing is maintained*



The Challenges Redeveloping the Area

Obstacles for Long-Term Redevelopment

- No control of when properties may or may not redevelop
 - Potential lack of continuity in place making elements such as:
 - Open space
 - Open space continuity
 - Streetscape
 - Main Street retail patterns
 - Developing a phased implementation plan
- Possible
Long-Term
Redevelopment
Areas**

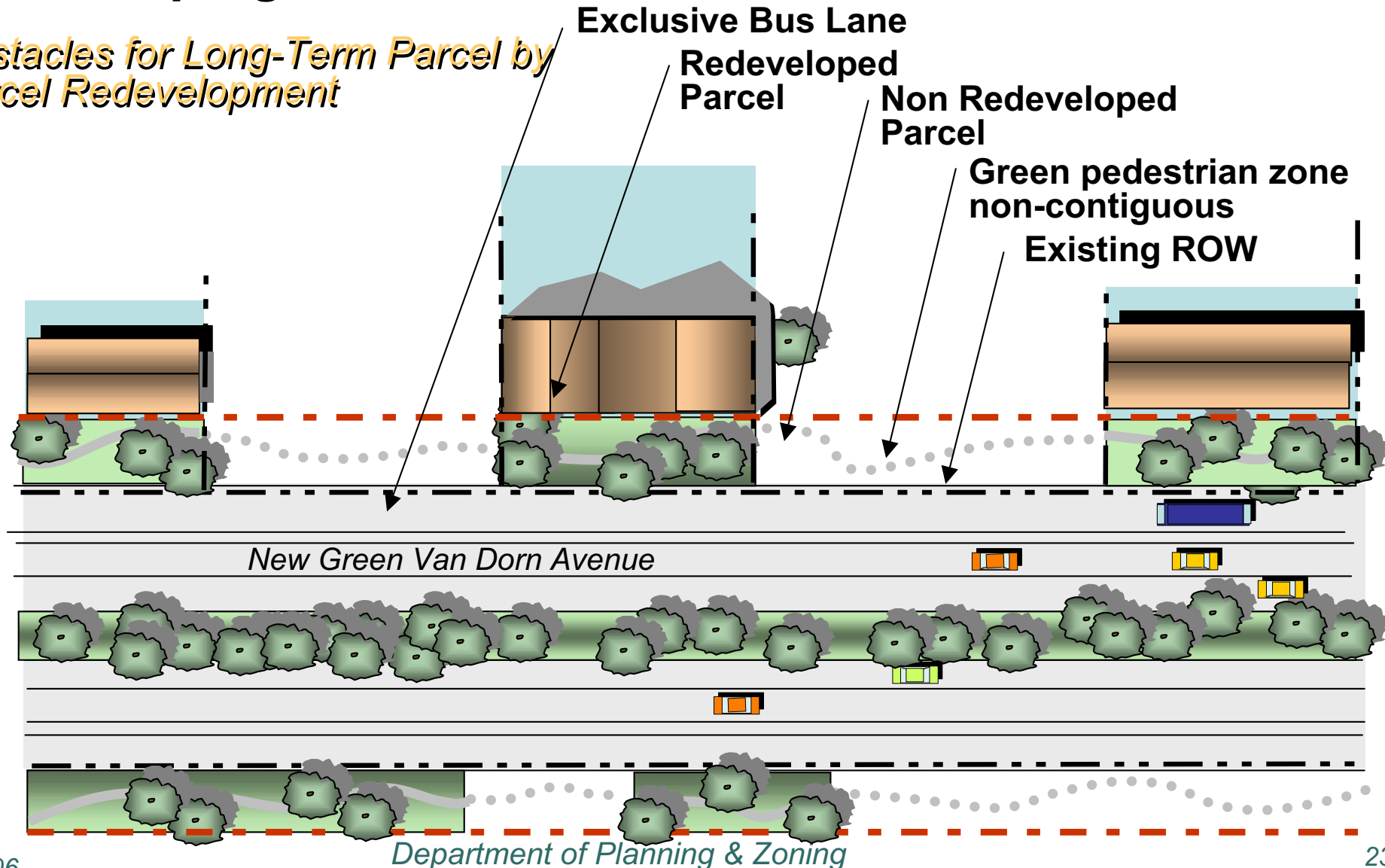


The Challenges

Redeveloping the Area

Obstacles for Long-Term Parcel by Parcel Redevelopment

- *City funding with developer reimbursement?*
- *Interim Cross Sections*



NEXT STEPS: P/C & Community Work Session

- Development intensity necessary to stimulate private development
 - Infrastructure improvements
 - *Roadway and transit*
 - *Utility Infrastructure*
 - *Facilities/Services – Schools, Fire, Police*
 - Incentives for underground parking
 - Community benefits for additional development
 - Methods to achieve new affordable housing
 - Methods to provide open space and connectors
-
- Create a Phased Implementation Plan
 - *Assure the creation of “place” in initial development phases*
 - *Assure provision of infrastructure systems in early phases*
 - *Assure logical sequencing of improvements*